

# Advertising Materials and Digital Specifications

FOR USE WITH THE FOLLOWING PUBLICATIONS:

Rhode Island Monthly ■ Rhode Island Monthly's Bride ■ Rhode Island Monthly's Home & Garden ■ Hotel Guest Guide ■ Rhode Island Travel Guide

## FILE FORMAT

- Adobe InDesign
- QuarkXPress
- Adobe Illustrator 9.0 (with type converted to paths and saved as an EPS file)
- Adobe Photoshop (saved as a TIFF or EPS, not JPEG)

## PDF FILES

Hi-res press-optimized PDFs or PDF/X-1a files.  
All images must be in CMYK, 300 dpi minimum  
Fonts must be embedded, no TrueType fonts unless converted to outlines  
Convert all spot/PMS colors to CMYK

## FONTS

Use only postscript fonts. TrueType fonts are not reliable. If this is not possible, convert these fonts to outlines. Please include both the screen **and** printer fonts on your disk if supplying native files.

## SCANS

**Black and White:** High-resolution black and white photographs or artwork should be scanned at 300 dpi in grayscale at 100% of final print size. Screened tone values which exceed 85% may print as a solid. Any dot under 5% may drop to white. Bitmaps should be scanned at 1200 dpi at 100% of required size.

**Four-color:** Scan is to be saved as CMYK, not RGB. Scan at 300 dpi at 100% of required size. Scan must have good tonal range with held high-lights and unplugged shadows. Please be sure to supply the original photo or artwork if we are to make hi-resolution scans.

**Optimum resolution** is 300 dpi at 100% of final print size.

## COLORS

All color appearing in your ad must be built from process colors (CMYK). One, two and three color ads should be built from CMYK, not RGB. Please make sure settings do not indicate a spot/PMS color.

## COMPATIBLE MEDIA

- CD Rom
- E-mail (may be an option but it must be approved by the *Rhode Island Monthly* production department before being sent. Hard copy of ad must be faxed or mailed.)

## WHAT TO SUPPLY ON DISK

In order to assure that your files are properly output, use the collect for output feature in your layout program and include the following:

- The ad file
- Screen and printer fonts used in the ad (postscript only). Please note: fonts need to be included even if the ad is saved as an EPS file. Look closely for any EPS files imbedded within the ad (e.g. a logo) which may use fonts and be sure to include them as well.
- All art files used in the file
- Laser printout at 100%. Please note: If it is not possible to print lasers at 100%, you must indicate the percentage at which the ad is printed.
- For 4-color ads please supply a publication grade press quality digital proof if possible.
- A printout of the disk's contents, along with the name, phone number and contact if there are any production questions

## MISCELLANEOUS

- If files are supplied as one composite EPS or Postscript file, please supply the component/application files separately as well, in the event that the files do not image properly
- Do not submit color files for black and white ads
- Use anti-virus software before sending your disk
- All disks will be returned after the issue is published provided your name and address are clearly marked on the disk
- With full-page ads, always include a 1/8-inch bleed on all sides that bleed off of the trim

## MAGAZINE SPECIFICATIONS (all measurements in inches)

Trim size - 8.125 X 10.875

Perfect Bound

Jogs to the head

## AD SIZES

Document size for both bleed and non-bleed full page ads must measure 8.125 X 10.875. For bleed ads, extend bleed 0.125" past trim on all sides. Keep all live matter 0.375" away from trim edges.

### Full Page

Document Size	Bleed area	Non-bleed area
8.125 X 10.875	8.375 X 11.125	7 X 10

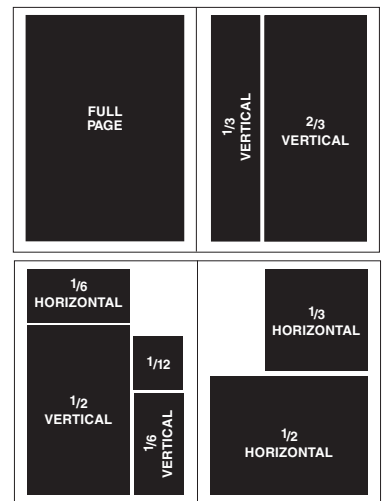
### Spread

Document Size	Bleed area	Non-bleed area
8.125 X 10.875 <b>x 2</b>	16.5 X 11.125	15 X 10

### Fractional ads (width X height)

2/3 vertical	4.562 X 10
1/2 vertical	4.562 X 7.5
1/2 horizontal	7 X 4.875
1/3 vertical	2.187 X 10
1/3 horizontal	4.562 X 4.875
1/6 vertical	2.187 X 4.875
1/6 horizontal	4.562 X 2.375
1/12 page	2.187 X 2.375

**NOTE:** Ad dimensions in specially formatted sections and inserts may differ from standard sizes. Consult your *Rhode Island Monthly* marketing representative.



**Questions?** Please call Production Director  
Paul O'Hare at 401.277.8286

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